

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

AUGUST 1998

RJR Account #81120

Mr. C. Polino

BUFFALO TOBACCO

SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER

Dear Coz:

Attached are September orders for Salem .30¢ Tear Tape product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen
Enc. Retail Customer List
Wholesaler Packing Instructions

SEPSAL.DOC

51845 6334

BUFFALO TOBACCO

SEPTEMBER DELIVERY SALEM TEAR TAPE

* * * UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM AUGUST PRODUCT
DISTRIBUTION TO MEET SEPTEMBER DISTRIBUTION AS NEEDED* * *

PRODUCT PO # N/A

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: **SEPTEMBER 8, 1998**

SHIP DATE TO RETAIL: **WEEK OF: SEPTEMBER 14, 1998**

EFT \$ AMOUNT: **\$1,367.75**

PACKING / SHIPPING PAYMENT **\$19.00**
(4 (6M) promoted case(s) @ \$4.75).

SEPTEMBER Drive Period 809 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

SEPTEMBER DELIVERY

51845 6335

BPENSBB3

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 98-08-04
 TIME: 04:58 PM

 WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
 TEMPLATE : 800438 80900 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TAX	JURIS	SUPPLIER
							M85	M100	M85	M100			
162601	259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1	1	1	1	4		
162601	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEN	NY	14043	1	1	1	1	4	NYS	
162601	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	1	1	1	4	NYS	
162601	601195	ONE STOP PARTY STOR	224 VIRGINIA ST	BUFFALO	NY	14201	1	1	1	1	4		
162601	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				1		
162601	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FAL	NY	14304	1	1	1	1	4		
162601	716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1	1	1	1	4	0362-0102	
162601	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	1	1	1	1	4	NYS	
162601	783573	THE CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1	1	1	1	4		
162602	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	1	1	1	4	NYS	
162602	395778	TILE DRUG	1031 CLEVELAND DR	CHEEKTOWAGA	NY	14225	1	1	1	1	4	NYS	
162602	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	1	1	1	4	NYS	
162602	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14215	1	1	1	1	4		
162602	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1	1	1	1	4	0362-0102	
162602	765426	MAYBACKS FOOD SHOP	3035 GENESSEE ST	CHEEKTOWAGA	NY	14225	1	1	1	1	4	NYS	
162603	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	2	2	2	2	8	NYS	
162603	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	2	2	2	2	8		
162603	664266	QUEEN CITY CIGARETT	1282 CLINTON ST	BUFFALO	NY	14206	1	1	1	1	4		
162603	764902	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY	14569	3	3	3	3	12		

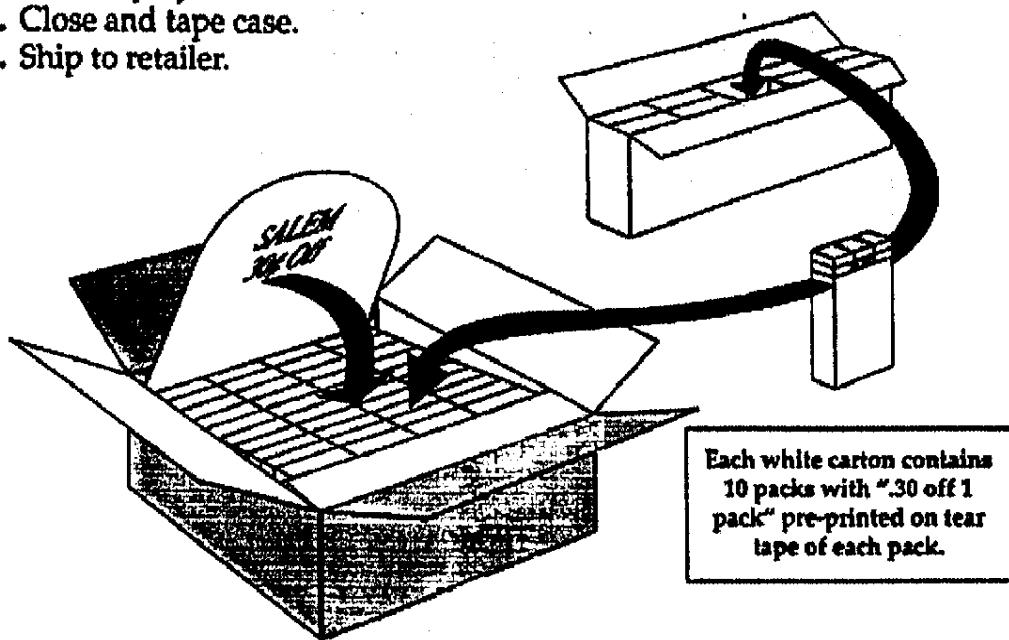
PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 23 22 22 22 89

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 23 22 22 22 89

51845-6336

WHOLESALER PACKING INSTRUCTIONS**SALEM TEAR TAPE****3RD QTR '98****September SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: S A L _ 9 8 _ . 3 0 / 1 _ P K

King	100	LT King	LT 100		
	<i>Ship Number as Indicated</i>				

51845 6337

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated

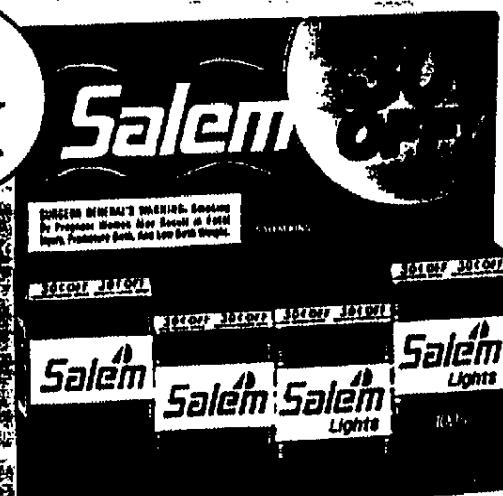
item #541970

- Comes packed in shipper display



SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51845 6338